

What Do Bay Area Residents Want from Their Homes and Neighborhoods?

Compression of Attitudinal Statements into Key Attitudes

We compressed the 35 attitudinal statements into a set of key attitudes, based on a factor analysis of the pattern of responses. Factor analysis is an analytical technique to reduce a large number of attitudinal statements into a small number of key factors based on correlations in the responses.

The details of the factor analysis, structured equations modelling, and cluster analysis used here are provided in the technical memos.

Key Attitudes

We used factor analysis on the survey results to define six key attitudes that represent combinations of individual attitudinal statements. These key attitudes are summarized below:

- **Transit accessibility.** This includes being able to easily commute using transit, having easy access to local bus or MUNI, having a neighborhood where transit is reliable, and being able to easily walk to BART.
- **Travel minimization/mixed land use.** This includes living in a neighborhood that offers a mix of housing types, only needing one or fewer parking spots, being able to safely walk or bike to do errands, living in a neighborhood where there is a variety of places to spend time and not needing a personal car or garage.
- **Regional center access.** This includes wanting to live in San Francisco or being able to easily drive or take transit to San Francisco. While San Francisco received special attention because some study participants indicated access to San Francisco as being of particular importance to them, access to other major city centers may be important depending on the needs of the household.
- **School quality.** This includes being able to safely walk to school and having a good quality school.
- **Quiet and clean neighborhood.** This includes having pleasant public parks nearby, living in a clean and quiet neighborhood, feeling safe walking at night, having a backyard and having places around the neighborhood to spend time.
- **Driving orientation.** This includes having a home with a garage, a dedicated parking spot or easy on-street parking; having easy access to a freeway; living in a newer home and neighborhood and needing a car despite access to quick and reliable public transit.

